



Date: June 26, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending June 24, 2006

This *City Report* highlights various activities for the week ending June 24. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using "Citywide Focus Areas" to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this new framework will improve our ability to communicate information about the services we provide to both the City Council and the community.

Please feel free to contact my staff should you have any questions.

UPCOMING EVENTS AND PROJECTS

Focus: Business and Economic Assistance

City Manager

Help Shape the Future of Long Beach

The **4th Annual Long Beach Budget Summit** will be held on **Saturday, July 8**, at the Grand Event Center, 4101 E. Willow. Doors open at 8:30 a.m. and the program runs from 9:00 a.m. - 11:30 a.m.

Community members are encouraged to attend the meeting to hear presentations and talk with Mayor O'Neill, City Councilmembers, City Manager Gerald Miller and other top City Managers.

The City's budget is built on the foundation of community feedback. Through extensive outreach, budget workshops and disciplined decision-making by the community and the City Council, and through the proposed FY07 Budget, the City will have eliminated the \$102 million structural deficit.

To help you prepare for the Budget Summit, a four-page document, ***Help Shape the Future of Long Beach***, which includes a letter from the City Manager; outlines upcoming public meetings for the FY07 budget; provides a summary of the City's efforts to eliminate the structural deficit and relays information about the July 8 Annual Budget Summit, is now on line at www.longbeach.gov.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education

City Manager

The **75th Anniversary of the Long Beach Sea Festival** is a three-month celebration featuring powerboat races, a Dragon Boat Festival and popular family events such as sandcastle building contests and movies and music at City parks. With more than 35 events, residents and visitors will be reminded once again why Long Beach is such a fun place to live or visit. Many events are free.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL

Independence Day Sea Festival Celebrations include:

- **Pier Daze and Seafood Festival, July 1-2 at Belmont Veterans Memorial Pier**
A celebration at the pier featuring seafood, a car show, music and more!
- **Carnival at Marina Green, June 30 - July 3**
Great amusement rides and refreshments for kids of all ages.
- **Independence Day Festival, July 4 at Marina Green**
The 2006 festival will not only include fireworks, but an entire festival on Marina green, located east of Shoreline Village. A kid's carnival will be held at Marina Park Green and an adult festival entertainment area will be held at Rainbow Lagoon. Various bands will play in the afternoon, culminating in the Long Beach Fireworks Spectacular finale featuring the Long Beach Municipal Band.
- **Independence from Litter Day Beach Cleanup**
Join your community on **July 5**, as Long Beach celebrates two *Independence from Litter Day* beach cleanups. Last year's weekend celebration resulted in over 84,000 pounds of trash on the beach. This year, downtown business community and service organizations will be cleaning Alamitos Beach, and more than 400 youth participating in the City's day camps will be cleaning Cherry Beach. These teams are inviting you to join them in the effort. For more information, please call Christopher Ward, Parks, Recreation and Marine, at 570.4885.

For information about specific Sea Festival Events, including dates, times and locations, please visit www.longbeach.gov or www.seafestivallongbeach.com.

Focus: Community Safety

Fire, Police, City Manager, Parks, Recreation and Marine, Public Works

- ***Fourth of July: Celebrate Safely***
Fireworks are dangerous and illegal in Long Beach. Please view fireworks in a safe manner by attending one of the many professional fireworks displays held in the area. Read your local newspapers for information regarding area fireworks shows.
- ***Fourth of July: Keep Our Beaches Litter-Free***
Did you know that after last year's Fourth of July celebration, more than 84,000 pounds of trash were left on the beach in Long Beach? Don't be a litterbug! Please do your part and clean up every time you go to the beach.
- ***Fourth of July: Pet Safety***
Be good to your pets and keep them indoors during the Fourth of July celebrations. Animals are afraid of the loud sounds, which can cause them to become disoriented and run away to hide. If your pet gets lost, call the Animal Village at 570.PETS.

MAJOR WEEKLY HIGHLIGHTS

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

Staff is addressing increased beach erosion caused by a high surf advisory for south facing beaches on June 21. Erosion occurred on the peninsula and at the lifeguard headquarters at the Junipero Ave. beach lot. A surf advisory was issued as the tide levels increased, peaking at 6.5' on June 23 and June 24.

MAJOR WEEKLY HIGHLIGHTS

Focus: Environment

Harbor Department

Long Beach Harbor Commissioners recognized BP Shipping's compliance with the *Green Flag* clean-air program and other environmental achievements with a dockside flag-raising ceremony attended by City's leaders on June 20. The event recognized BP's environmental stewardship efforts, which include eight Green Flag vessels, cold-ironing initiatives, electric booster pumps and environmentally friendly ship design.

Focus: Leisure, Culture and Education

Parks, Recreation and Marine

On June 19, regional, community and neighborhood centers began *Summer Fun Days* and *Summer Day Camp* programs for youth between the ages of 5 to 12, with a total of more than 2,000 youth participating in these programs.

- *Summer Fun Days* are offered Monday-Friday, between the hours of 10:00 a.m. to 6:00 p.m., depending on the site. This is a non-custodial, eleven-week program and will continue until September 1. Participants enjoy scheduled drop in activities including arts and crafts, youth sports, indoor and outdoor games, special events, and field trips.
- *Summer Day Camp* is a ten-week program that will operate until August 25. This is a theme-based program that is open from 9:00 a.m. to 4:00 p.m., for a \$75 fee. Extended hours are available, for \$2 per hour, from 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. This program features activities, offered in small age-specific groups, including arts and crafts, swimming, beach excursions, bowling, sports, special events, and field trips.

Parks, Recreation and Marine, Community Recreation Programs Bureau

- More than 70 Adaptive Recreation participants joined the Long Beach Special Olympics at the 38th annual *Special Olympics Southern California Summer Games* at California State University, Long Beach. Participants joined 3,000 athletes and volunteers, from throughout California, to compete in aquatics, track and field, gymnastics, basketball, bocce, tennis, and a number of demonstration sports. The free event began on June 16 with a parade of athletes and spectacular entertainment and ended with a closing ceremony on June 18.
- More than 2,000 people attended the 10th annual *Juneteenth Celebration: A New Beginning*, featuring Gospel music recording artist, Andréa Crouch, the Dorsey High School Choir, Long Beach Children of Christ, Greater Los Angeles Cathedral Choir, and many others on, June 17. The event included a health and safety fair by the Health Pavilion, carnival games, a petting zoo, crafts, merchandise, information, and food.

UPCOMING EVENTS AND PROJECTS

Focus: Business and Economic Assistance

Community Development

Don't miss the popular free *Grant Writing Workshop* hosted by the Neighborhood Resource Center on **Thursday, June 29** at 6:00 p.m. at the Stevenson Elementary School Auditorium. Learn successful grant writing tips for submitting proposals from the founder of Grantwriters.com. For more information or to RSVP, call 570-1010.

WEEKLY NEWS

Focus: Business and Economic Assistance

Community Development

More than 80 people attended a community meeting on June 22 to discuss the potential development of an Art Exchange within the East Village Arts District. City staff provided a brief overview of the Art Exchange and a discussion was held on the issues related to the development of the project, including housing, types of uses, operation and management, and financial sustainability. The proposed Art Exchange would be located on the block between Long Beach Boulevard/Elm Avenue and E. 3rd Street/E. Broadway.

Parks, Recreation and Marine, Special Events and Filming Bureau

Circus Broadway, with a total estimated attendance of 2,300, was held at the Marina Green on June 22 and 23.

MTV Networks, with a cast and crew of 20, filmed a TV show, *Parental Control*, at the Belmont Plaza Pool on June 22.

Focus: Community Safety

Police

- Residents are being warned about a string of thefts that have occurred to elderly victims in the East Long Beach area as a result of a scam.

There have been at least four reported incidents where elderly victims, all in their 80's, have had belongings stolen from within their residences while they were being distracted by the suspects. Whether or not these incidents are connected is part of an on-going investigation. A description of the suspects and a summary of each incident is available on the City's website at www.longbeach.gov, *City Reporter*, *Police Department Press Releases*.

All residents are reminded never to let people they don't know into their homes under any circumstances, unless they can verify their legitimacy. If residents observe any suspicious persons or activity, they should call police immediately.

Anyone who may have information regarding possible suspects, or victim of a similar crime who has not yet reported it to police should contact the Long Beach Police Department's Burglary Detail at 570.7351.

- Now that summer has arrived, residents are encouraged to keep their windows/doors locked at all times, and to invest in window/door securing devices that allow for proper ventilation.
- A Cambodian Community Police Academy, taught in Khmer, began on June 14.

The Department, in conjunction with the Asian/Pacific Islander Advisory group, is sponsoring the Academy. The goal of the Cambodian Community Police Academy is to develop partnerships between the Cambodian community and the Police Department.

MAJOR WEEKLY HIGHLIGHTS

Focus: Community Safety

Police (continued)

This partnership will continue to build a strong relationship by providing information and education to members of the Cambodian community.

Participants will gain an understanding of the Long Beach Police Department as well as insight to the Criminal Justice System. Department experts in areas of patrol operations, investigations, gang enforcement, juvenile operations, and other related fields are providing the course of instruction.

- Citywide, police officers responded to 723 priority one, 1,824 priority two and 1,376 priority three calls for service, for a total of 3,923 responses.
- This week, Vice Detectives, assisted by Police Explorers, conducted a *Shoulder Tap* operation, focusing on liquor stores and markets in the West Division. These operations, which are rotated from Division to Division or to complaint locations, consist of minor Police Explorers standing in front of the establishments and soliciting patrons to purchase alcohol for them. Violations do not reflect on the establishments themselves, but rather on those who purchase alcohol for the minors. Of the seven locations targeted, 21 subjects were asked to purchase alcohol for the decoys and five subjects were cited for willingness to purchase alcohol for a minor.

Focus: Environment

Long Beach Water Department

- The Long Beach Unified School District will conserve more than 36 million gallons of water and save \$80,000 dollars in water fees each year thanks to an agreement with the Water Department. The agreement provides for the installation of 49 advanced-technology irrigation controllers at 26 different schools, all at no cost to the school district.
- More than 800 pounds of debris were removed from Bluff Park Beach on Saturday, June 17, including a mattress, several pairs of shoes and numerous pieces of styrofoam and cigarette butts. The Long Beach Water Department has adopted Bluff Park Beach and hosts a massive quarterly cleanup.
- Two Long Beach organizations working to create a more Beautiful Long Beach have been awarded \$7,000 in grants. Prisk Elementary School was awarded \$2,000 to convert part of the lawn and shrub area in front of the school to native California landscape and to improve management of runoff drainage away from the school building. Also, Pacific Wind Art Sculpture Garden, located in west Long Beach on Martin Luther King Boulevard, just north of PCH, was awarded \$5,000 to help beautify a large open space located within the neighborhood, demonstrating the many benefits of a California friendly landscape.

Focus: Leadership, Management, and Support

Civil Service Department

Civil Service 101, a new training opportunity for City staff involved in the processing of personnel transactions, was held at the Miller Center on June 15.

WEEKLY NEWS

Focus: Leadership, Management, and Support

Civil Service Department (continued)

Civil Service 101 helps improve the understanding of Civil Service information and processes, improve awareness of the options available through Civil Service, and create a partnership between the Civil Service and City Departments. The regularly offered training is for managers, supervisors, and personnel-related staff whose job responsibilities require a better understanding of the recruitment, examination, and certification processes. The training can also be tailored to the needs of individual departments.

Focus: Leisure, Culture and Education

Library Services

Raising A Reader, a reading readiness program for families with young children, is designed to foster a love of books, develop oral vocabulary, and connect families with the public library resources. Currently there are more than 1,551 library cardholders, who have checked out 38,880 books.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

- On June 21, El Dorado Nature Center hosted the first of a series of concerts for the summer that will celebrate the rich diversity of our community. The summer solstice concert was in commemoration of *Juneteenth* and featured music of the nation's African American heritage. More than 100 people attended the outdoor concert.
- Several hundred people enjoyed the *Susie Hansen Band's* concert held on the lawn at the Rancho Los Cerritos on June 22. The Latin jazz music provided exciting entertainment as families enjoyed their picnic suppers.
- More than 175 athletes enjoyed a weekend of competition and the thrill of the game of golf at the Special Olympics For Golf, held June 17 and June 18 at the Recreation Park 9 and Skylinks Golf Course.
- The 2006 Long Beach Golf Festival continued with 251 participants at the 81st Annual Match Play Championship on June 17 and 18 at Skylinks Golf Course.

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

- Staff assisted throughout the weekend with the setup and tear down of the Special Olympics at CSULB.
- Staff reset docks in the Naples Canals along with removing three docks for the soil anchor project.
- Staff, with a contribution to Partners of Parks from the Sun and Surf Soccer Tournament, installed 12,500 square feet of sod on five soccer fields. The fields included three at El Dorado Park West and two at Heartwell Park.

Public Works and Parks, Recreation and Marine

The installation of all the plumbing work at Martin Luther King, Jr. Park pool was completed and there was an inspection on June 22.

WEEKLY NEWS

Public Works and Parks, Recreation and Marine

ADA Improvements, Phase 2:

- La Bella Fontana: The installation of the drinking fountain is complete.
- Birdcage Park, Leeway Sailing Center and Lily Park: Sites have been completed and the final building inspections finished.
- Admiral Kidd Park Teen Center: The installation of the roof plywood and HVAC units is in progress and the restrooms have been installed.
- Stearns Champions Park: The installation of the restrooms has been completed.

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,622 service calls. This total included 880 Water Utility Turn Ons, and 676 Turn Offs. During this period, 822 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 244 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 312 emergency phone calls that resulted in 71 emergency orders being sent out.

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Intersection of Broadway & Magnolia

I-710 Broadway Exit Impacted

Broadway: One right lane closed during rush hour traffic

Broadway: Two right lanes closed when traffic clears

Estimated completion: June

Public Works, Street Improvements

Contact: 570-5160

Redondo Ave.

Ocean Blvd. to Second St.

Estimated completion: June

Public Works, Streetscape and Street Improvements

Contact: 570-5160

Long Beach Blvd.

North of Artesia to North City Limits

Estimated completion: June

Public Works, Traffic Signal Improvements

Contact: 570-5160

Long Beach Blvd.

Wardlow Rd. to North City Limits

Estimated completion: November

Public Works, Street Improvements

Contact: 570-5160

Anaheim St.

Ximeno to Pacific Coast Hwy.

Estimated completion: July

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WEEKLY NEWS

Street Construction Report

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated Completion: July

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager